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TITLE: A Model for Partnering the Business Community and Community-Based Organizations in HIV/AIDS Prevention Education

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ISSUES: Community-based organizations often find it difficult to recruit and engage worksites in HIV/AIDS issues. Since 1994, the HIV/AIDS Workplace Alliance, through the Regional HIV/AIDS Consortium, has worked with businesses to assist worksites in educating their employees and families to realize the severity of the HIV/AIDS epidemic and to promote HIV/AIDS education as a norm for the worksite. The goal of this workshop will be to provide to community-based organizations an effective model for the development of HIV/AIDS educational programs that target worksites.

SETTING: The Regional HIV/AIDS Consortium covers thirteen counties in North and South Carolina. This project engages large and small worksites, Chambers of Commerce, United Ways and professional organizations in those rural/urban counties in providing HIV/AIDS prevention education at their worksites.

PROJECT: Through the HIV/AIDS Workplace Alliance model, HIV/AIDS prevention education targets workplaces across the region by: (1) Developing a regional group of business persons to recruit additional membership in the Alliance; (2) Working to share organizational experiences and leverage collective resources by sharing policies, materials and experience internally and externally; (3) Bringing up-to-date and culturally relevant information and data to the leadership, employees and families appropriate for the workplace; and (4) Designing, developing, testing, implementing and evaluating workplace programs.

RESULTS: The HIV/AIDS Workplace Alliance has grown to include more than thirty worksites across the region, including Bank of America, Royal & Sun Alliance USA, The Charlotte Observer Lance Inc., and many others. The Alliance has trained members in "The Positive Workplace: *Managing HIV at Work*," provided HIV/AIDS prevention to more than 1,000 employees and managers, developed a quarterly newsletter for the worksite about HIV/AIDS prevention; held the first regional conference on HIV/AIDS as a workplace issue funded by the United Way of America; implemented "Can We Talk?" a program for parents to learn communication skills with their children; provided consultation services for worksites in developing AIDS policies; and consulted with I-W-positive individuals concerning return to work issues.

LESSONS LEARNED: The HIV/AIDS Alliance has found that worksites provide an audience that is receptive to HIV/AIDS prevention trainings and policy development. The Alliance has also observed that employers dealing with return-to-work issues have greater success when their workers are educated on ADA requirements and HIV transmission. Trained employees often take this information home to be discussed in the family setting. As a result, additional information is requested for church use and with adolescents. Businesses that have been educated on issues pertinent to their legal liabilities and how training of employees leads to a more productive worksite are willing to partner with community-based organizations to provide effective and appropriate HIV/AIDS prevention education.

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